

COMMUNITY HEALTH AND HOSPITALS PROGRAM EXPRESSIONS OF INTEREST

Template to be completed for each discrete project

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| <p>Project title Pharmaceutical Rehabilitation Services (Beenleigh Clinic Upgrade and Education Campaign)</p> |
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| <p>Key program areas The Programme targets the following areas:</p> <ul style="list-style-type: none"> • Drug and alcohol treatment • Preventive, primary and chronic disease management • Mental health |
| <p>Project description <i>The main activities that this proposal addresses are:</i></p> <ol style="list-style-type: none"> 1. Upgrade to Beenleigh Facilities (currently operating) <ol style="list-style-type: none"> a. A 3rd Consultation Room (Petitioning, Hand Wash Basins, Building materials and trades) b. Upgraded kitchen and sanitary facilities for Doctors c. Additional Medical equipment (Defibrillator, Breathylyzer (for Alcohol Detox and withdrawal), Smokerlyzer (for Smoking Cessation), ECG Machine, Spirometry Machine, Medical / vaccine fridge) d. Upgrade IT & Telephone Facilities 2. Increased Access to Specialised Health Care (Expansion of Current Service) <ol style="list-style-type: none"> a. 4 Full-time Doctors in 2019 (practicing treatment for Drug & Alcohol, Mental Health & Hepatitis C) – as part of planned 20 new Full-Time Doctor Equivalents across seven proposed Clinics across SEQ b. Currently 35 patient consults per week to facilitate 98 patients consults per week by end of 2019 (Beenleigh Only forward 4yr projection of 266 patient consults per week) c. Estimated 16,000 bulk-billed consultations per year (Beenleigh Only - forward 4yr projection as part of overall 83,000 across seven Clinics) 3. Targeted Education and Awareness Campaign (Current & New Activity) <ol style="list-style-type: none"> a. As part of the overall Proposal (encompassing a Roadmap for 7 Clinics across SEQ), A multi-channel campaign to educate end-users (public), GPs, Pharmacists and referring organisations about drug dependence (illicit and prescription), mental health and Hepatitis C. The campaign will target Brisbane, Logan and Ipswich cities which have a population of approximately 1.73 million. b. Platforms to include: Facebook & Instagram, Google Adwords, Convenience media posters, Waiting room posters, Waiting room DL brochures, GP / Pharmacy / Referral organisation (NGOs) letters, Fridge magnets, Sharps / syringe kit stickers, GP Education Lunches, Parole and Probation Education Sessions (Specifics provided in Attachment 4 of detailed Proposal for your consideration) |

Target population(s)

Beenleigh Clinic is currently the only facility. This currently draws from the entire Brisbane, Logan and Ipswich populations (1.73million).

Rationale

Include key evidence or data indicating need for the intervention/project. Identify how this activity does not duplicate other programs or services where they will be delivered, and how this will be avoided.

The negative effects of Drug and Alcohol Addiction, Mental Health and Hepatitis C conditions are well documented for both the individual and those around them (family, society, etc).

- In recent times there has been a significant **rise in addiction to common prescription and over-the-counter medications**. Over half (58%) of fatal overdoses in Australia are attributable to prescription medications.
- Drug and Alcohol issues are **more prevalent amongst the Aboriginal and Torres Strait Islander community**. The NATSISS study found that more than one in 10 (12.6%) of Indigenous Australians aged 15 and over have recently used a pharmaceutical for non-medical purposes. This is approximately 2.3 times higher than the rate for non-Indigenous Australians (4.6%).
- There is **commonality between Drug and Alcohol Addiction and Mental Health**, referred to in the medical literature as *"Dual Diagnosis"*
- The incidence of **Chronic Hepatitis C (HCV)** amongst patients with Drug and/or Alcohol issues is significant (over 60%). With the release of new Direct-Acting Antivirals (DAAs) on the Pharmaceutical Benefits Scheme (PBS), Hepatitis C can be cured

PRS opened in July 2018, introducing the first Drug & Alcohol trained GP to Logan City (population of 320,000). In October 2018, the practice's second Clinician commenced.

There is a lack of these specialised health services in Brisbane, Logan and Ipswich cities.

- Brisbane City (population of 1.2 million) has **7 active Drug and Alcohol trained GPs**, whereas Ipswich City (population of 210,000) has **none**. This highlights a **significant gap in care at a Primary Care level** in Brisbane, Logan and Ipswich cities

Key activities

List main project activities. Identify whether this project will be in collaboration with other organisations, and list any other key parties.

Provision of **Primary Health Care** specifically dedicated to:

- Drug and Alcohol treatment,
- Preventive, primary and chronic disease management, especially for Hepatitis C,
- Mental health

This will be supported by **Allied Health Professionals** (Pharmacists, Nurses, Psychologists & Social Workers).

As these are specialised services, the Clinicians will work collaboratively with the patient's regular General Practitioner (if they have one) as part of ongoing management.

Targeted Education and Awareness Campaign (Current & New Activity)

A multi-channel campaign to educate end-users (public), GPs, Pharmacists and referring organisations about drug dependence (illicit and prescription), mental health and Hepatitis C.

Measures

Identify the learnings and outcomes that will be measured, including any quantitative or qualitative data that could be provided.

For the **Clinics**, we will monitor the following parameters:

- Doctor consultations – weekly, annually

- Patient Numbers
- Doctor numbers and hours worked – weekly, annually

For the **Targeted Education and Awareness Campaign**, we will monitor a range of awareness, engagement, and action metrics:

- Digital elements – Impressions, clicks, CPC, engagement
- Convenience media – Footfall statistics that equate to ‘opportunities to see’ our message
- Waiting room media – Footfall statistics, and the quantity of leaflets distributed
- Patient numbers – Inquiries, appointments, screening, treatment, cured Hepatitis C cases.

The ultimate objective of the campaign will be to recruit patients to treatment, so we will track recruitment rates and use short satisfaction surveys to monitor where they found out about it.

(Specifics provided in detailed Proposal for your consideration)

Timeline

Indicate whether the project will run over multiple years, and include details of project stages (if applicable).

The Beenleigh Clinic opened in July 2018 and is already operating. As discussed in the detailed proposal, it takes 4 years for the practice to become a financially self-sufficient health service. As a result, working capital is required to support the business until it achieves maturity.

We are currently engaging with local GPs in the Logan area to educate them on Drug and Alcohol, as well as Hepatitis C treatment.

Support will allow us to expand this program to reach the community and referring agencies.

Budget

Provide project budget information, including Commonwealth contribution in each financial year (2018-19 to 2021-22) and any state contribution above this funding amount (if applicable)

| Proposal for Funding Support for the Beenleigh Clinic | | | |
|--|----------------------|----------------------|----------------------|
| | Year 1 | Year 2 | Year 3 |
| | 2019 | 2020 | 2021 |
| Upgrade Beenleigh Facilities | \$ 60,000.00 | \$ - | \$ - |
| Operating Expenses / Working Capital | \$ 165,000.00 | \$ 115,000.00 | \$ 100,000.00 |
| (Doctors, Community, Referring Organisations) | \$ - | \$ 60,000.00 | \$ 75,000.00 |
| TOTAL | \$ 225,000.00 | \$ 175,000.00 | \$ 175,000.00 |